



**GROWING THE RIGHT AUDIENCE
WITH SPECIFIC TARGETING:**

GoDaddy



Situation:

GoDaddy is the web's largest domain name registrar with over 58 million domains registered and 12 million customers. During a transition from its previous brand voice to a new one, GoDaddy looked to Facebook to position the brand as both a fun business partner and a resource for web professionals and small business owners. In order to do this, GoDaddy aimed to better engage its current Facebook audience, while reaching a new, targeted audience.

Solution:

MKR developed and executed two strategies:

Content strategy: focused on the creation of honest and entertaining content

Paid distribution strategy: focused on targeting and engaging with the ideal Facebook audience for each content unit.

During the execution of both strategies, content creation and paid media buys were consistently backed by performance and demographic analytics.

Outcomes:

After three months of strategy execution, MKR content, supported by paid promotion, increased GoDaddy's total number of impressions by 219%, total engagement by 142%, while maintaining a 3% engagement rate (CTR). Many times, as the number of impressions increases, the rate of engagement declines. A maintained rate of engagement indicates that the content resonated with audiences and was effectively targeted.

TOTAL NUMBER OF
IMPRESSIONS INCREASED
219 percent.

TOTAL ENGAGEMENT
INCREASED BY
142 percent.